



FIG. 1

14

| Growth Equ'n     | 1998                   | 1999                   | % Chg vs LY  |
|------------------|------------------------|------------------------|--------------|
| Total Population | 270,253,500            | 273,537,800            | 1.2%         |
| # of Households  | 100,100,900            | 101,562,700            | 1.5%         |
| HH Consumption   | 31.5                   | 31.0                   | -1.8%        |
| Units            | <b>3,158,000,000</b>   | <b>3,145,000,000</b>   | <b>-0.4%</b> |
| Avg Price Paid   | \$1.96                 | \$1.93                 | -1.7%        |
| Retail Dollars   | <b>\$6,196,000,000</b> | <b>\$6,066,000,000</b> | <b>-2.1%</b> |
| Corp \$ Share    | 53.4%                  | 54.9%                  | 1.5%         |
| Corp Retail \$   | <b>\$3,306,426,300</b> | <b>\$3,330,025,100</b> | <b>0.7%</b>  |

|                      |                     |                       |
|----------------------|---------------------|-----------------------|
| <b>Actual Values</b> | <b>+ U Sh Chg</b>   | <b>Summary View</b>   |
| <b>% of Total</b>    | <b>+ \$ Sh Chg</b>  | <b>Growth</b>         |
| <b>% of Row</b>      | <b>+ Avg Price</b>  | <b>Retail Sales</b>   |
| <b>% of Column</b>   | <b>+ Discnt %</b>   | <b>Rooftops</b>       |
| <b>Go to Metro</b>   | <b>+ Units 98</b>   | <b>Chains</b>         |
|                      | <b>+ \$ Paid 98</b> | <b>\$ / Rooftop</b>   |
|                      | <b>+ U % Chg</b>    | <b>Key Players</b>    |
|                      | <b>+ \$ % Chg</b>   | <b>Race/Ethnicity</b> |
|                      | <b>+ APP Chg</b>    | <b>Income</b>         |
|                      |                     | <b>Age</b>            |

| Industry 1999               |            |                 |           |                 |         |                 |                 |               |                 |
|-----------------------------|------------|-----------------|-----------|-----------------|---------|-----------------|-----------------|---------------|-----------------|
| Table Output: Actual Values |            |                 |           |                 |         |                 |                 |               |                 |
| Parent                      | Brand      | Data            | General   |                 | Channel |                 | Chain           |               | Grand Total     |
|                             |            |                 | CARD SHOP | DISCOUNT        |         | FOOD            | DRUG            | OTHER         |                 |
| COMPANY A                   | Units 99   | 763,985,902     |           | 315,500,796     |         | 211,546,932     | 276,219,816     | 50,981,554    | 1,618,235,000   |
|                             | \$ Paid 99 | \$1,555,411,040 |           | \$632,833,339   |         | \$470,742,148   | \$578,053,848   | \$92,984,725  | \$3,330,025,100 |
| COMPANY B                   | Units 99   | 119,751,361     |           | 298,326,165     |         | 240,754,339     | 182,579,775     | 54,588,361    | 896,000,000     |
|                             | \$ Paid 99 | \$235,559,620   |           | \$725,747,351   |         | \$557,511,438   | \$449,117,442   | \$119,064,150 | \$2,087,000,000 |
| OTHER                       | Units 99   | 323,220,246     |           | 174,571,169     |         | 35,977,963      | 21,230,231      | 75,765,391    | 630,765,000     |
|                             | \$ Paid 99 | \$320,479,688   |           | \$144,791,727   |         | \$50,643,740    | \$30,795,819    | \$92,263,926  | \$648,974,900   |
| Total Units 99              |            | 1,206,957,508   |           | 788,398,130     |         | 488,279,234     | 480,029,822     | 181,335,306   | 3,145,000,000   |
| Total \$ Paid 99            |            | \$2,121,450,349 |           | \$1,503,372,416 |         | \$1,078,897,325 | \$1,057,967,109 | \$304,317,801 | \$6,066,000,000 |

Fig. 2

25 27 24 31 23 33 43 41

| Growth Equ'n     | 1998            | 1999            | % Chg vs LY |
|------------------|-----------------|-----------------|-------------|
| Total Population | 270,253,500     | 273,537,800     | 1.2%        |
| # of Households  | 100,100,900     | 101,562,700     | 1.5%        |
| HH Consumption   | 31.5            | 31.0            | -1.8%       |
| Units            | 3,158,000,000   | 3,145,000,000   | -0.4%       |
| Avg Price Paid   | \$1.96          | \$1.93          | -1.7%       |
| Retail Dollars   | \$6,196,000,000 | \$6,066,000,000 | -2.1%       |
| Corp \$ Share    | 53.4%           | 54.9%           | 1.5%        |
| Corp Retail \$   | \$3,306,426,300 | \$3,330,025,100 | 0.7%        |

| Summary View   | U Sh Chg | \$ Sh Chg | Avg Price | Discent % | Units 98 | \$ Paid 98 | U % Chg | \$ % Chg | APP Chg |
|----------------|----------|-----------|-----------|-----------|----------|------------|---------|----------|---------|
| Growth         |          |           |           |           |          |            |         |          |         |
| Retail Sales   |          |           |           |           |          |            |         |          |         |
| Rooftops       |          |           |           |           |          |            |         |          |         |
| Chains         |          |           |           |           |          |            |         |          |         |
| \$ / Rooftop   |          |           |           |           |          |            |         |          |         |
| Key Players    |          |           |           |           |          |            |         |          |         |
| Race/Ethnicity |          |           |           |           |          |            |         |          |         |
| Income         |          |           |           |           |          |            |         |          |         |
| Age            |          |           |           |           |          |            |         |          |         |

| Actual Values | % of Total | % of Row | % of Column | Go to Metro |
|---------------|------------|----------|-------------|-------------|
|               |            |          |             |             |
|               |            |          |             |             |
|               |            |          |             |             |
|               |            |          |             |             |

| Industry 1999            |            | Chain     |          |       |        |
|--------------------------|------------|-----------|----------|-------|--------|
| Table Output: % of Total |            | General   |          | Chain |        |
| Parent                   | Brand      | CARD SHOP | DISCOUNT | FOOD  | DRUG   |
| COMPANY A                | Units 99   | 24.3%     | 10.0%    | 6.7%  | 8.8%   |
|                          | \$ Paid 99 | 25.6%     | 10.4%    | 7.8%  | 9.5%   |
| COMPANY B                | Units 99   | 3.8%      | 9.5%     | 7.7%  | 5.8%   |
|                          | \$ Paid 99 | 3.9%      | 12.0%    | 9.2%  | 7.4%   |
| OTHER                    | Units 99   | 10.3%     | 5.6%     | 1.1%  | 0.7%   |
|                          | \$ Paid 99 | 5.4%      | 2.4%     | 0.8%  | 0.5%   |
| Total Units 99           |            | 38.4%     | 25.1%    | 15.5% | 15.3%  |
| Total \$ Paid 99         |            | 35.0%     | 24.8%    | 17.8% | 17.4%  |
|                          |            |           |          |       | 5.8%   |
|                          |            |           |          |       | 100.0% |

Fig. 3

23-33

| Growth Equ'n     |  | 1998            | 1999            | % Chg vs LY |
|------------------|--|-----------------|-----------------|-------------|
| Total Population |  | 270,253,500     | 273,537,800     | 1.2%        |
| # of Households  |  | 100,100,900     | 101,562,700     | 1.5%        |
| HH Consumption   |  | 31.5            | 31.0            | -1.8%       |
| Units            |  | 3,158,000,000   | 3,145,000,000   | -0.4%       |
| Avg Price Paid   |  | \$1.96          | \$1.93          | -1.7%       |
| Retail Dollars   |  | \$6,196,000,000 | \$6,066,000,000 | -2.1%       |
| Corp \$ Share    |  | 53.4%           | 54.9%           | 1.5%        |
| Corp Retail \$   |  | \$3,306,426,300 | \$3,330,025,100 | 0.7%        |

| Summary View   |        |
|----------------|--------|
| Growth         |        |
| Retail Sales   |        |
| Rooftops       | Chains |
| \$ / Rooftop   |        |
| Key Players    |        |
| Race/Ethnicity |        |
| Income         | Age    |

| Actual Values |  |
|---------------|--|
| Units 99      |  |
| \$ Paid 99    |  |
| Units 98      |  |
| \$ Paid 98    |  |
| Units 97      |  |
| \$ Paid 97    |  |
| Units 96      |  |
| \$ Paid 96    |  |
| Units 95      |  |
| \$ Paid 95    |  |
| Units 94      |  |
| \$ Paid 94    |  |
| Units 93      |  |
| \$ Paid 93    |  |
| Units 92      |  |
| \$ Paid 92    |  |
| Units 91      |  |
| \$ Paid 91    |  |
| Units 90      |  |
| \$ Paid 90    |  |
| Units 89      |  |
| \$ Paid 89    |  |
| Units 88      |  |
| \$ Paid 88    |  |
| Units 87      |  |
| \$ Paid 87    |  |
| Units 86      |  |
| \$ Paid 86    |  |
| Units 85      |  |
| \$ Paid 85    |  |
| Units 84      |  |
| \$ Paid 84    |  |
| Units 83      |  |
| \$ Paid 83    |  |
| Units 82      |  |
| \$ Paid 82    |  |
| Units 81      |  |
| \$ Paid 81    |  |
| Units 80      |  |
| \$ Paid 80    |  |
| Units 79      |  |
| \$ Paid 79    |  |
| Units 78      |  |
| \$ Paid 78    |  |
| Units 77      |  |
| \$ Paid 77    |  |
| Units 76      |  |
| \$ Paid 76    |  |
| Units 75      |  |
| \$ Paid 75    |  |
| Units 74      |  |
| \$ Paid 74    |  |
| Units 73      |  |
| \$ Paid 73    |  |
| Units 72      |  |
| \$ Paid 72    |  |
| Units 71      |  |
| \$ Paid 71    |  |
| Units 70      |  |
| \$ Paid 70    |  |
| Units 69      |  |
| \$ Paid 69    |  |
| Units 68      |  |
| \$ Paid 68    |  |
| Units 67      |  |
| \$ Paid 67    |  |
| Units 66      |  |
| \$ Paid 66    |  |
| Units 65      |  |
| \$ Paid 65    |  |
| Units 64      |  |
| \$ Paid 64    |  |
| Units 63      |  |
| \$ Paid 63    |  |
| Units 62      |  |
| \$ Paid 62    |  |
| Units 61      |  |
| \$ Paid 61    |  |
| Units 60      |  |
| \$ Paid 60    |  |
| Units 59      |  |
| \$ Paid 59    |  |
| Units 58      |  |
| \$ Paid 58    |  |
| Units 57      |  |
| \$ Paid 57    |  |
| Units 56      |  |
| \$ Paid 56    |  |
| Units 55      |  |
| \$ Paid 55    |  |
| Units 54      |  |
| \$ Paid 54    |  |
| Units 53      |  |
| \$ Paid 53    |  |
| Units 52      |  |
| \$ Paid 52    |  |
| Units 51      |  |
| \$ Paid 51    |  |
| Units 50      |  |
| \$ Paid 50    |  |
| Units 49      |  |
| \$ Paid 49    |  |
| Units 48      |  |
| \$ Paid 48    |  |
| Units 47      |  |
| \$ Paid 47    |  |
| Units 46      |  |
| \$ Paid 46    |  |
| Units 45      |  |
| \$ Paid 45    |  |
| Units 44      |  |
| \$ Paid 44    |  |
| Units 43      |  |
| \$ Paid 43    |  |
| Units 42      |  |
| \$ Paid 42    |  |
| Units 41      |  |
| \$ Paid 41    |  |
| Units 40      |  |
| \$ Paid 40    |  |
| Units 39      |  |
| \$ Paid 39    |  |
| Units 38      |  |
| \$ Paid 38    |  |
| Units 37      |  |
| \$ Paid 37    |  |
| Units 36      |  |
| \$ Paid 36    |  |
| Units 35      |  |
| \$ Paid 35    |  |
| Units 34      |  |
| \$ Paid 34    |  |
| Units 33      |  |
| \$ Paid 33    |  |
| Units 32      |  |
| \$ Paid 32    |  |
| Units 31      |  |
| \$ Paid 31    |  |
| Units 30      |  |
| \$ Paid 30    |  |
| Units 29      |  |
| \$ Paid 29    |  |
| Units 28      |  |
| \$ Paid 28    |  |
| Units 27      |  |
| \$ Paid 27    |  |
| Units 26      |  |
| \$ Paid 26    |  |
| Units 25      |  |
| \$ Paid 25    |  |
| Units 24      |  |
| \$ Paid 24    |  |
| Units 23      |  |
| \$ Paid 23    |  |
| Units 22      |  |
| \$ Paid 22    |  |
| Units 21      |  |
| \$ Paid 21    |  |
| Units 20      |  |
| \$ Paid 20    |  |
| Units 19      |  |
| \$ Paid 19    |  |
| Units 18      |  |
| \$ Paid 18    |  |
| Units 17      |  |
| \$ Paid 17    |  |
| Units 16      |  |
| \$ Paid 16    |  |
| Units 15      |  |
| \$ Paid 15    |  |
| Units 14      |  |
| \$ Paid 14    |  |
| Units 13      |  |
| \$ Paid 13    |  |
| Units 12      |  |
| \$ Paid 12    |  |
| Units 11      |  |
| \$ Paid 11    |  |
| Units 10      |  |
| \$ Paid 10    |  |
| Units 9       |  |
| \$ Paid 9     |  |
| Units 8       |  |
| \$ Paid 8     |  |
| Units 7       |  |
| \$ Paid 7     |  |
| Units 6       |  |
| \$ Paid 6     |  |
| Units 5       |  |
| \$ Paid 5     |  |
| Units 4       |  |
| \$ Paid 4     |  |
| Units 3       |  |
| \$ Paid 3     |  |
| Units 2       |  |
| \$ Paid 2     |  |
| Units 1       |  |
| \$ Paid 1     |  |
| Units 0       |  |
| \$ Paid 0     |  |

| Industry 1999          |  | Chain     |  | Grand Total |  |
|------------------------|--|-----------|--|-------------|--|
| Table Output: % of Row |  | Channel   |  | Chain       |  |
| Parent                 |  | General   |  | Chain       |  |
| COMPANY A              |  | CARD SHOP |  | FOOD        |  |
| COMPANY B              |  | DISCOUNT  |  | DRUG        |  |
| OTHER                  |  | OTHER     |  | OTHER       |  |
| Total Units 99         |  | 35.0%     |  | 17.8%       |  |
| Total \$ Paid 99       |  | 35.0%     |  | 17.8%       |  |

Fig. 4

23 → 33

| Growth Equ'n     | 1998                   | 1999                   | % Chg vs LY  |
|------------------|------------------------|------------------------|--------------|
| Total Population | 270,253,500            | 273,537,800            | 1.2%         |
| # of Households  | 100,100,900            | 101,562,700            | 1.5%         |
| HH Consumption   | 31.5                   | 31.0                   | -1.8%        |
| Units            | <b>3,158,000,000</b>   | <b>3,145,000,000</b>   | <b>-0.4%</b> |
| Avg Price Paid   | \$1.96                 | \$1.93                 | -1.7%        |
| Retail Dollars   | <b>\$6,196,000,000</b> | <b>\$6,066,000,000</b> | <b>-2.1%</b> |
| Corp \$ Share    | 53.4%                  | 54.9%                  | 1.5%         |
| Corp Total \$    | <b>\$3,306,426,300</b> | <b>\$3,330,025,100</b> | <b>0.7%</b>  |

|                       |               |
|-----------------------|---------------|
| <b>Summary View</b>   |               |
| <b>Growth</b>         |               |
| <b>Retail Sales</b>   |               |
| <b>Rooftops</b>       | <b>Chains</b> |
| <b>\$ / Rooftop</b>   |               |
| <b>Key Players</b>    |               |
| <b>Race/Ethnicity</b> |               |
| <b>Income</b>         | <b>Age</b>    |

|               |         |            |           |          |           |             |           |             |          |   |            |   |         |   |          |   |         |
|---------------|---------|------------|-----------|----------|-----------|-------------|-----------|-------------|----------|---|------------|---|---------|---|----------|---|---------|
| +             | U % Chg | +          | \$ Sh Chg | +        | Avg Price | +           | Discont % | +           | Units 98 | + | \$ Paid 98 | + | U % Chg | + | \$ % Chg | + | APP Chg |
| Actual Values |         | % of Total |           | % of Row |           | % of Column |           | Go to Metro |          |   |            |   |         |   |          |   |         |

| Industry 1999             |       |            |           |          |        |        |        |             |
|---------------------------|-------|------------|-----------|----------|--------|--------|--------|-------------|
| Table Output: % of Column |       |            |           |          |        |        |        |             |
| Parent                    | Brand | Data       | General   |          | Chain  |        | OTHER  | Grand Total |
|                           |       |            | CARD SHOP | DISCOUNT | FOOD   | DRUG   |        |             |
| COMPANY A                 |       | Units 99   | 63.3%     | 40.0%    | 43.3%  | 57.5%  | 28.1%  | 51.5%       |
|                           |       | \$ Paid 99 | 73.3%     | 42.1%    | 43.6%  | 54.6%  | 30.6%  | 54.9%       |
| COMPANY B                 |       | Units 99   | 9.9%      | 37.8%    | 49.3%  | 38.0%  | 30.1%  | 28.5%       |
|                           |       | \$ Paid 99 | 11.1%     | 48.3%    | 51.7%  | 42.5%  | 39.1%  | 34.4%       |
| OTHER                     |       | Units 99   | 26.8%     | 22.1%    | 7.4%   | 4.4%   | 41.8%  | 20.1%       |
|                           |       | \$ Paid 99 | 15.6%     | 9.6%     | 4.7%   | 2.9%   | 10.7%  | 10.7%       |
| Total Units 99            |       |            | 100.0%    | 100.0%   | 100.0% | 100.0% | 100.0% | 100.0%      |
| Total \$ Paid 99          |       |            | 100.0%    | 100.0%   | 100.0% | 100.0% | 100.0% | 100.0%      |

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| Industry 1999            |       |                |           |          |         |        |        |
|--------------------------|-------|----------------|-----------|----------|---------|--------|--------|
| Table Output: % of Total |       |                |           |          |         |        |        |
| Parent                   | Brand | Data           | General   |          | Channel |        | Chain  |
|                          |       |                | CARD SHOP | DISCOUNT | FOOD    | DRUG   |        |
| COMPANY A                |       | Units 99       | 24.3%     | 10.0%    | 6.7%    | 8.8%   | 1.6%   |
|                          |       | \$ Paid 99     | 25.6%     | 10.4%    | 7.8%    | 9.5%   | 1.5%   |
|                          |       | Avg Price Paid | \$2.04    | \$2.01   | \$2.23  | \$2.09 | \$1.82 |
| COMPANY B                |       | Discount %     | -5%       | -17%     | -10%    | -3%    | -12%   |
|                          |       | Units 99       | 3.8%      | 9.5%     | 7.7%    | 5.8%   | 1.7%   |
|                          |       | \$ Paid 99     | 3.9%      | 12.0%    | 9.2%    | 7.4%   | 2.0%   |
| OTHER                    |       | Avg Price Paid | \$1.97    | \$2.43   | \$2.32  | \$2.46 | \$2.18 |
|                          |       | Discount %     | -30%      | -17%     | -20%    | -14%   | -27%   |
|                          |       | Units 99       | 10.3%     | 5.6%     | 1.1%    | 0.7%   | 2.4%   |
|                          |       | \$ Paid 99     | 5.4%      | 2.4%     | 0.8%    | 0.5%   | 1.5%   |
|                          |       | Avg Price Paid | \$1.02    | \$0.83   | \$1.41  | \$1.45 | \$1.22 |
|                          |       | Discount %     | -44%      | -50%     | -24%    | -22%   | -31%   |
| Total Units 99           |       |                | 38.4%     | 25.1%    | 15.3%   | 15.3%  | 100.0% |
| Total \$ Paid 99         |       |                | 35.0%     | 24.8%    | 17.8%   | 17.4%  | 100.0% |
| Total Avg Price Paid     |       |                | \$1.76    | \$1.91   | \$2.21  | \$2.20 | \$1.93 |
| Total Discount %         |       |                | -17%      | -22%     | -16%    | -9%    | -24%   |
|                          |       |                |           |          |         |        | -17%   |

Fig 6

23 33 43 41

|               |  |              |  |              |  |                  |  |               |  |               |  |
|---------------|--|--------------|--|--------------|--|------------------|--|---------------|--|---------------|--|
| Actual Values |  | U Sh Chg     |  | Summary View |  | Growth Equ'n     |  | Los Angeles   |  | National      |  |
| 25            |  | - \$ Sh Chg  |  | Growth       |  | Total Population |  | 16,124,200    |  | 273,537,800   |  |
| 27            |  | - Avg Price  |  | Retail Sales |  | # of Households  |  | 5,294,200     |  | 101,562,700   |  |
| 29            |  | + Discnt %   |  | Roof tops    |  | HH Consumption   |  | 19.7          |  | 31.0          |  |
| 31            |  | + Units 98   |  | Chains       |  | Units            |  | 104,122,271   |  | 3,145,000,000 |  |
| 43            |  | + \$ Paid 98 |  | \$ / Rooftop |  | Avg Price Paid   |  | \$2.04        |  | \$1.93        |  |
|               |  |              |  | Key Players  |  | Retail Dollars   |  | \$212,495,851 |  | #####         |  |
|               |  |              |  | Ethnic       |  | Corp \$ Share    |  | 57%           |  | -3.3%         |  |
|               |  |              |  | Income       |  | Corp Retail \$   |  | \$120,516,583 |  | 0.5%          |  |
|               |  |              |  | Age          |  |                  |  |               |  | #####         |  |
|               |  |              |  | Devl.        |  |                  |  |               |  | 55%           |  |
|               |  |              |  | Go to        |  |                  |  |               |  |               |  |
|               |  |              |  | US Tot       |  |                  |  |               |  |               |  |

| Industry 1999            |  | General        |  | Chain       |  | Grand Total |  |
|--------------------------|--|----------------|--|-------------|--|-------------|--|
| Table Output: % of Total |  | CARD SHOP      |  | Channel     |  | FOOD        |  |
| Parent                   |  | Brand          |  | DRUG        |  | DISCOUNT    |  |
| COMPANY A                |  | Units 99       |  | U Share Chg |  | 7.4%        |  |
|                          |  | U Share Chg    |  | 0%          |  | 5.2%        |  |
|                          |  | Avg Price Paid |  | \$2.20      |  | 0%          |  |
|                          |  | \$ Paid 99     |  | 23.7%       |  | \$1.60      |  |
|                          |  | \$ Share Chg   |  | 2%          |  | 4.1%        |  |
| COMPANY B                |  | Units 99       |  | U Share Chg |  | 15.0%       |  |
|                          |  | U Share Chg    |  | -1%         |  | 7.7%        |  |
|                          |  | Avg Price Paid |  | \$2.07      |  | 2%          |  |
|                          |  | \$ Paid 99     |  | 3.2%        |  | \$2.59      |  |
|                          |  | \$ Share Chg   |  | -1%         |  | 9.8%        |  |
| OTHER                    |  | Units 99       |  | U Share Chg |  | 0.4%        |  |
|                          |  | U Share Chg    |  | 1%          |  | 4.3%        |  |
|                          |  | Avg Price Paid |  | \$1.27      |  | 1%          |  |
|                          |  | \$ Paid 99     |  | 4.9%        |  | \$1.46      |  |
|                          |  | \$ Share Chg   |  | 0%          |  | 3.1%        |  |
| Total Units 99           |  | 33.0%          |  | 22.9%       |  | 17.2%       |  |
| Total U Share Chg        |  | 0%             |  | -3%         |  | 3%          |  |
| Total Avg Price Paid     |  | \$1.96         |  | \$2.01      |  | \$2.01      |  |
| Total \$ Paid 99         |  | 31.8%          |  | 22.6%       |  | 16.9%       |  |
| Total \$ Share Chg       |  | 1%             |  | -4%         |  | 3%          |  |

Fig. 7

|  |  |   |  |   |  |  |  |   |  |  |  |  |  |   |  |   |  |   |  |   |  |                             |  |   |  |   |  |   |  |                             |  |   |  |   |  |   |  |                             |  |   |  |   |  |   |  |                             |  |   |  |   |  |   |  |                             |  |   |  |   |  |   |  |                             |  |   |  |   |  |   |  |                             |  |   |  |   |  |   |  |                             |  |   |  |   |  |   |  |                             |  |   |  |   |  |   |  |                             |  |   |  |   |  |   |  |                             |  |   |  |   |  |   |  |                             |  |   |  |   |  |   |  |                             |  |   |  |   |  |   |  |                             |  |   |  |   |  |   |  |                             |  |   |  |   |  |   |  |                             |  |   |  |   |  |   |  |                             |  |   |  |   |  |   |  |                             |  |   |  |   |  |   |  |                             |  |   |  |   |  |   |  |                             |  |   |  |
|--|--|---|--|---|--|--|--|---|--|--|--|--|--|---|--|---|--|---|--|---|--|-----------------------------|--|---|--|---|--|---|--|-----------------------------|--|---|--|---|--|---|--|-----------------------------|--|---|--|---|--|---|--|-----------------------------|--|---|--|---|--|---|--|-----------------------------|--|---|--|---|--|---|--|-----------------------------|--|---|--|---|--|---|--|-----------------------------|--|---|--|---|--|---|--|-----------------------------|--|---|--|---|--|---|--|-----------------------------|--|---|--|---|--|---|--|-----------------------------|--|---|--|---|--|---|--|-----------------------------|--|---|--|---|--|---|--|-----------------------------|--|---|--|---|--|---|--|-----------------------------|--|---|--|---|--|---|--|-----------------------------|--|---|--|---|--|---|--|-----------------------------|--|---|--|---|--|---|--|-----------------------------|--|---|--|---|--|---|--|-----------------------------|--|---|--|---|--|---|--|-----------------------------|--|---|--|---|--|---|--|-----------------------------|--|---|--|---|--|---|--|-----------------------------|--|---|--|
| <div> <div> </div> <div> <div>Metro</div> <div>LOS ANGELES</div> </div> </div> |  | <div> <div>Actual Values</div> <div>25</div> </div> |  | <div> <div>+ U Sh Cig</div> <div>- \$ Sh Cig</div> </div> |  | <div> <div>Summary View</div> <div>Growth</div> </div> |  | <div> <div>+ Avg Price</div> <div>+ Discnt %</div> </div> |  | <div> <div>+ Units 98</div> <div>+ \$ Paid 98</div> </div> |  | <div> <div>% of Total</div> <div>% of Row</div> </div> |  | <div> <div>% of Column</div> <div>Go to US Tot</div> </div> |  | <div> <div>Rooftops</div> <div>\$ / Roofstop</div> </div> |  | <div> <div>Key Players</div> <div>Ethnic</div> </div> |  | <div> <div>Devl.</div> <div>Income</div> </div> |  | <div> <div>Age</div> </div> |  | <div> <div>Rooftops</div> <div>\$ / Roofstop</div> </div> |  | <div> <div>Key Players</div> <div>Ethnic</div> </div> |  | <div> <div>Devl.</div> <div>Income</div> </div> |  | <div> <div>Age</div> </div> |  | <div> <div>Rooftops</div> <div>\$ / Roofstop</div> </div> |  | <div> <div>Key Players</div> <div>Ethnic</div> </div> |  | <div> <div>Devl.</div> <div>Income</div> </div> |  | <div> <div>Age</div> </div> |  | <div> <div>Rooftops</div> <div>\$ / Roofstop</div> </div> |  | <div> <div>Key Players</div> <div>Ethnic</div> </div> |  | <div> <div>Devl.</div> <div>Income</div> </div> |  | <div> <div>Age</div> </div> |  | <div> <div>Rooftops</div> <div>\$ / Roofstop</div> </div> |  | <div> <div>Key Players</div> <div>Ethnic</div> </div> |  | <div> <div>Devl.</div> <div>Income</div> </div> |  | <div> <div>Age</div> </div> |  | <div> <div>Rooftops</div> <div>\$ / Roofstop</div> </div> |  | <div> <div>Key Players</div> <div>Ethnic</div> </div> |  | <div> <div>Devl.</div> <div>Income</div> </div> |  | <div> <div>Age</div> </div> |  | <div> <div>Rooftops</div> <div>\$ / Roofstop</div> </div> |  | <div> <div>Key Players</div> <div>Ethnic</div> </div> |  | <div> <div>Devl.</div> <div>Income</div> </div> |  | <div> <div>Age</div> </div> |  | <div> <div>Rooftops</div> <div>\$ / Roofstop</div> </div> |  | <div> <div>Key Players</div> <div>Ethnic</div> </div> |  | <div> <div>Devl.</div> <div>Income</div> </div> |  | <div> <div>Age</div> </div> |  | <div> <div>Rooftops</div> <div>\$ / Roofstop</div> </div> |  | <div> <div>Key Players</div> <div>Ethnic</div> </div> |  | <div> <div>Devl.</div> <div>Income</div> </div> |  | <div> <div>Age</div> </div> |  | <div> <div>Rooftops</div> <div>\$ / Roofstop</div> </div> |  | <div> <div>Key Players</div> <div>Ethnic</div> </div> |  | <div> <div>Devl.</div> <div>Income</div> </div> |  | <div> <div>Age</div> </div> |  | <div> <div>Rooftops</div> <div>\$ / Roofstop</div> </div> |  | <div> <div>Key Players</div> <div>Ethnic</div> </div> |  | <div> <div>Devl.</div> <div>Income</div> </div> |  | <div> <div>Age</div> </div> |  | <div> <div>Rooftops</div> <div>\$ / Roofstop</div> </div> |  | <div> <div>Key Players</div> <div>Ethnic</div> </div> |  | <div> <div>Devl.</div> <div>Income</div> </div> |  | <div> <div>Age</div> </div> |  | <div> <div>Rooftops</div> <div>\$ / Roofstop</div> </div> |  | <div> <div>Key Players</div> <div>Ethnic</div> </div> |  | <div> <div>Devl.</div> <div>Income</div> </div> |  | <div> <div>Age</div> </div> |  | <div> <div>Rooftops</div> <div>\$ / Roofstop</div> </div> |  | <div> <div>Key Players</div> <div>Ethnic</div> </div> |  | <div> <div>Devl.</div> <div>Income</div> </div> |  | <div> <div>Age</div> </div> |  | <div> <div>Rooftops</div> <div>\$ / Roofstop</div> </div> |  | <div> <div>Key Players</div> <div>Ethnic</div> </div> |  | <div> <div>Devl.</div> <div>Income</div> </div> |  | <div> <div>Age</div> </div> |  | <div> <div>Rooftops</div> <div>\$ / Roofstop</div> </div> |  | <div> <div>Key Players</div> <div>Ethnic</div> </div> |  | <div> <div>Devl.</div> <div>Income</div> </div> |  | <div> <div>Age</div> </div> |  | <div> <div>Rooftops</div> <div>\$ / Roofstop</div> </div> |  | <div> <div>Key Players</div> <div>Ethnic</div> </div> |  | <div> <div>Devl.</div> <div>Income</div> </div> |  | <div> <div>Age</div> </div> |  | <div> <div>Rooftops</div> <div>\$ / Roofstop</div> </div> |  | <div> <div>Key Players</div> <div>Ethnic</div> </div> |  | <div> <div>Devl.</div> <div>Income</div> </div> |  | <div> <div>Age</div> </div> |  | <div> <div>Rooftops</div> <div>\$ / Roofstop</div> </div> |  | <div> <div>Key Players</div> <div>Ethnic</div> </div> |  | <div> <div>Devl.</div> <div>Income</div> </div> |  | <div> <div>Age</div> </div> |  | <div> <div>Rooftops</div> <div>\$ / Roofstop</div> </div> |  | <div> <div>Key Players</div> <div>Ethnic</div> </div> |  | <div> <div>Devl.</div> <div>Income</div> </div> |  | <div> <div>Age</div> </div> |  | <div> <div>Rooftops</div> <div>\$ / Roofstop</div> </div> |  |
|--|--|---|--|---|--|--|--|---|--|--|--|--|--|---|--|---|--|---|--|---|--|-----------------------------|--|---|--|---|--|---|--|-----------------------------|--|---|--|---|--|---|--|-----------------------------|--|---|--|---|--|---|--|-----------------------------|--|---|--|---|--|---|--|-----------------------------|--|---|--|---|--|---|--|-----------------------------|--|---|--|---|--|---|--|-----------------------------|--|---|--|---|--|---|--|-----------------------------|--|---|--|---|--|---|--|-----------------------------|--|---|--|---|--|---|--|-----------------------------|--|---|--|---|--|---|--|-----------------------------|--|---|--|---|--|---|--|-----------------------------|--|---|--|---|--|---|--|-----------------------------|--|---|--|---|--|---|--|-----------------------------|--|---|--|---|--|---|--|-----------------------------|--|---|--|---|--|---|--|-----------------------------|--|---|--|---|--|---|--|-----------------------------|--|---|--|---|--|---|--|-----------------------------|--|---|--|---|--|---|--|-----------------------------|--|---|--|---|--|---|--|-----------------------------|--|---|--|